

## ABSTRACT OF THE DISCLOSURE

A makeup simulation enables a high-quality simulation image quickly and simply. A first image generator portion 20 generates  $n$  transparency layer images in which the transparency of each pixel is normalized on the basis of  $n$  layer images in a use-reference image. A second image generator portion 30 generates  $n$  color converted layer images by applying a color conversion on a frame image using color components of the layer images. A mesh setting portion 50 sets a mesh in a facial region in each frame image and a makeup pattern image. An image deformer 60 calculates a difference between vertices of meshes in both images and deforms a makeup element image in each normalized transparency layer image based on this difference to fit in the facial region of the frame image. A synthesizer 70 synthesizes color converted layer images and each frame image by alpha blending.